

Message Text

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TAGS: BEXP, FR

SUBJECT: GLOBAL MARKET RESEARCH: AVIONICS AND
AVIATION SUPPORT EQUIPMENT - FRANCE

REF: STATE A-2719

1. SCOPE AND SUBSTANCE STRATFORD REPORT ON
FRANCE SUPERB, BUT TABLES CARELESSLY DONE AND SEVERAL
OTHER REMEDIES CALLED FOR.

2. TABLE I, PAGE 19: (A) 1972 COLUMN NOT RPT
NOT CONVERTED AT RATE SHOWN; RATE APPEARING BENEATH COLUMN
IS CORRECT AND IS TO BE USED FOR THAT YEAR.(B) ROUNDING
INCONSISTENT; 1972 FIGURES ROUNDED TO TENS OF THOUSANDS OF
DOLLARS, 1973 TO HUNDREDS OF THOUSANDS, AND SUCCEEDING
YEARS NOT RPT NOT ROUNDED, BUT ALL INCREMENTS UNDER
DOLS 1,000 DROPPED. ONE CONVENTION MUST BE USED
CONSISTENTLY THROUGHOUT THE TABLE; SUGGEST ROUND TO TENS OF
THOUSANDS OF DOLLARS.(C) 1974 CONTAINS ADDITION ERRORS
(FRANCS),(D) 1975 CONTAINS CONVERSION ERRORS (DOMESTIC
GROUND AND TOTALS). TABLE MUST BE REDRAWN, CORRECTING ALL
ABOVE.

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3. TABLE 2, PAGE 25: ADDITION AND CONVERSION ERRORS IN

1972 AND 1973 COLUMNS. REDRAW.

4. TERM, "THIRD LEVEL CARRIER"(PAGE 37, 103):
ALTHOUGH INTENT INFERRED FROM CONTEXT P. 103, NEED FULL DEFINITION TO AVOID POSSIBLE MISUSE TERM IN LATER MANUSCRIPTS.
ACCEPT STRATFORD INCLUSION WITH GENERAL AVIATION VICE SUPPLEMENTALS, BUT THIS SHOULD NOT DEPRIVE OF SPECIFIED DATA ON THESE OPERATORS' AIRCRAFT, MAINTENANCE, ETC.(SPEC 3.35). FURTHER, IF THIRD LEVEL INCLUDED IN GENERAL AVIATION, ARE THEY INCLUDED IN AIRCRAFT/FLYING HOURS BREAKDOWN ON PAGE 89? MAY BE IN OR OUT, BUT MUST KNOW WHICH.

5. SIMPLIFIED MOBILE LOUNGE WITHOUT LIFT CAPABILITY (P. 72, 1ST PARA) SOUGHT IN GENEVA BY WHOM? OF WHOM?

6. NUMBER OF GENERAL AVIATION AIRCRAFT, P. 89 AND TABLE 7: AS NOTED IN REPORT TOTALS DO NOT AGREE, BUT BOTH SAID TO EXCLUDE GOVERNMENT AND COMMERCIAL TRANSPORT AIRCRAFT. MUST ACCOUNT FOR THE (476) ADDITIONAL AIRCRAFT IN TABLE 7, OR EXPLAIN HOW COVERAGE DIFFERS.

7. EACH COUNTRY STUDY MUST BE SELF-CONTAINED; USERS OF A GIVEN REPORT WILL NOT RPT NOT USUALLY HAVE READY ACCESS TO OTHERS OR TO GENERAL BACKGROUND MATTER FOR THE SUBJECT COUNTRY. THUS, DESPITE RELATIVE INSIGNIFICANCE MARKET FOR SNOW REMOVAL GEAR, PAGE 74 REFERENCE TO SWISS REPORT MUST BE REPLACED WITH SUMMARY OF WHATEVER SWISS REPORT CONTAINS THAT ILLUMINATES FRENCH MARKET FOR THIS SORT OF EQUIPMENT.

8. SIMILARLY, ALTHOUGH CONCERNED IN STUDY ONLY WITH MARKET FOR AAS EQUIPMENT AND NOT WITH OVERALL STATE OF FRENCH ECONOMY, STRATFORD ATTRIBUTIONS MARKET FACTORS SIMPLY "TO PRESENT ECONOMIC CLIMATE," "RETARDATION ECONOMIC GROWTH," "CONSTRAINED ECONOMIC SITUATION," AND "THE ECONOMIC CLIMATE IN FRANCE" (PAGES 134, 119, 136, 86 RESP.)
REQUIRES THAT SOME CAPSULE SUMMARY FRENCH ECONOMIC CONDITION/ PROSPECTS BE INCLUDED IN REPORT. CONTRACTOR WILL RECALL FROM COMMERCE BRIEFING THAT A FOREMOST PURPOSE OF STUDY IS TO REACH AMERICANS NOT ACCUSTOMED EXPORTING AND PROBABLY INATTEN-

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TIVE TO ECONOMIC MATTERS ABROAD.

9. ALL REMEDIAL SUBMISSIONS THIS REPORT TO BE IN 15 RPT 15 COPIES, TO RECEIVE SAME DISTRIBUTION AS ORIGINAL REPORTS.

10. EXPECT REQUIRED REMEDIAL WORK WILL NOT RPT NOT REQUIRE RETURN TO FRANCE. REQUEST EMB OBTAIN STRATFORD'S BEST

EFFORT SUBMISSION BY OCT 17 RPT 17.

11. SURVEY PREPARATION ALL STRATFORD STUDIES EXCEPT BRAZIL NOW IN PROGRESS; TIME OF ESSENCE IN REFORMING REPORTS. REQUEST EMB ADVISE SOONEST WHEN REMEDIAL SUBMISSIONS EXPECTED FOR HONG KONG, MALAYSIA, SINGAPORE, SWITZERLAND, AND U.K. IT IMPORTANT EACH COUNTRY SUPPLEMENT BE SUBMITTED AND FORWARDED AS SOON AS READY--NOT RPT NOT HELD FOR COMPLETION ALL. COMMERCE WILL PROCESS ACCEPTANCE AND PAYMENT APPROVALS EACH STUDY AS SATISFACTORY SUPPLEMENTS RECEIVED.

12. FOR EACH SUBMISSION, REQUEST EMB SEND TWO COPIES FPO AIRMAIL TO COMMERCE , AS USUAL. SEND THIRD FPO AIRMAIL COPY TO LOUGHLIN AT HOME ADDRESS: 1906 TRAFALGAR DR., SEVERN, MD 21144 RPT 21144.
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